ABSTRACT

Embodiments of the specification provide an offline shopping guide method and apparatus. The method comprises obtaining a user identifier (ID) of a shopping user and a scene ID of a shopping venue; obtaining historical offline shopping data and historical online shopping data of the shopping user according to the user ID, and obtaining commodity information of the shopping venue according to the scene ID; obtaining a commodity to be recommended to the shopping user this time according to the historical offline shopping data, the historical online shopping data, and the commodity information; and sending augmented reality (AR) display information of the recommended commodity to a smart terminal of the shopping user, so that the smart terminal displays the recommended commodity to the user in an AR mode.